

1 of 4

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

CLIENT: JOE HECK FOR CONGRESS2012 SC=\*

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: 6A NEWS										
	2	M-F	6A-7A		:30	\$325.00	10/08-10/12	5	1	5	\$1,625.00	
		Buyline Comment: 6A NEWS										
	3	M-TU	6A-7A		:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
		Buyline Comment: 6A NEWS										
	4	W-F	7A-9A		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: GD MRN AMR										
	5	M-F	7A-9A		:30	\$325.00	10/08-10/12	5	1	5	\$1,625.00	
		Buyline Comment: GD MRN AMR										
	6	M-TU	7A-9A		:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
		Buyline Comment: GD MRN AMR										
	7	W	10A-11A		:30	\$550.00	10/03-10/03	1	1	1	\$550.00	
		Buyline Comment: THE VIEW										
	8	M-W	10A-11A		:30	\$550.00	10/08-10/10	3	1	3	\$1,650.00	
		Buyline Comment: THE VIEW										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	M-TU	10A-11A		:30	\$550.00	10/15-10/16	2	1	2	\$1,100.00	
		Buyline Comment: THE VIEW										
	10	W-TH	11A-12P		:30	\$300.00	10/03-10/04	2	1	2	\$600.00	
		Buyline Comment: 11A NEWS										
	11	M,W-TH	11A-12P		:30	\$300.00	10/08-10/11	3	1	3	\$900.00	
		Buyline Comment: 11A NEWS										
	12	M	11A-12P		:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
		Buyline Comment: 11A NEWS										
	13	W-TH	3P-330P		:30	\$250.00	10/03-10/04	2	1	2	\$500.00	
		Buyline Comment: MILLIONIAIRE										
	14	M,W-TH	3P-330P		:30	\$250.00	10/08-10/11	3	1	3	\$750.00	
		Buyline Comment: MILLIONIAIRE										
	15	M	3P-330P		:30	\$250.00	10/15-10/15	1	1	1	\$250.00	
		Buyline Comment: MILLIONIAIRE										
	16	W-F	5P-530P		:30	\$350.00	10/03-10/05	3	1	3	\$1,050.00	
		Buyline Comment: 5P NEWS										
	17	M-F	5P-530P		:30	\$350.00	10/08-10/12	5	1	5	\$1,750.00	
		Buyline Comment: 5P NEWS										
	18	M-TU	5P-530P		:30	\$350.00	10/15-10/16	2	1	2	\$700.00	
		Buyline Comment: 5P NEWS										
	19	W,F	730P-8P		:30	\$350.00	10/03-10/05	2	1	2	\$700.00	
		Buyline Comment: MILLIONAIRE										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU-W,F	730P-8P		:30	\$350.00	10/09-10/12	3	1	3	\$1,050.00	
		Buyline Comment: MILLIONAIRE										
	21	TU	730P-8P		:30	\$350.00	10/16-10/16	1	1	1	\$350.00	
		Buyline Comment: MILLIONAIRE										
	22	W-F	11P-1135P		:30	\$600.00	10/03-10/05	3	1	3	\$1,800.00	
		Buyline Comment: 11P NEWS										
	23	M-F	11P-1135P		:30	\$600.00	10/08-10/12	5	1	5	\$3,000.00	
		Buyline Comment: 11P NEWS										
	24	M-TU	11P-1135P		:30	\$600.00	10/15-10/16	2	1	2	\$1,200.00	
		Buyline Comment: 11P NEWS										
	25	SA	7A-8A		:30	\$275.00	10/06-10/06	1	1	1	\$275.00	
		Buyline Comment: GD MRN SAT										
	26	SA	7A-8A		:30	\$275.00	10/13-10/13	1	1	1	\$275.00	
		Buyline Comment: GD MRN SAT										
	27	SU	6A-7A		:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
		Buyline Comment: 6A NEWS										
	28	SU	6A-7A		:30	\$250.00	10/07-10/07	1	1	1	\$250.00	
		Buyline Comment: 6A NEWS										
	29	SU	8A-9A		:30	\$275.00	10/07-10/07	1	1	1	\$275.00	
		Buyline Comment: 8A NEWS										
	30	SU	8A-9A		:30	\$275.00	10/14-10/14	1	1	1	\$275.00	
		Buyline Comment: 8A NEWS										

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .JOE HECK 4 CONGRESS

Product JOE HECK

Estimate# 2797

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2797

Flight Dates 10/03/2012 - 10/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	31	SU	6P-630P		:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
			Buyline Comment: 6P NEWS									
	32	SU	6P-630P		:30	\$400.00	10/07-10/07	1	1	1	\$400.00	
			Buyline Comment: 6P NEWS									
	33	SA	5P-830P		:30	\$1,500.00	10/06-10/06	1	1	1	\$1,500.00	
			Buyline Comment: COLLEGE FOOTBALL									

---REPORT TOTALS---

Report Totals: 73 / \$28,600.00

---SALES MONTHLY TOTALS---

Oct 12: 73 / \$28,600.00

Sales Totals: 73 / \$28,600.00

Station Totals: 73 / \$28,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$98,619	KBLR	0%	KLAS	34%	KSNV	31%	KTNV	26%	KTUD	1%
		KVCW	0%	KVMY	4%	KVVU	4%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE